# GOVERNMENT OF INDIA
# RAILWAYS
# LOK SABHA

UNSTARRED QUESTION NO:3745
ANSWERED ON:09.08.2017
Revenue through Advertisement
Tiwari Shri Manoj Kumar

**Will the Minister of RAILWAYS be pleased to state:**

(a) whether the Government has any proposal regarding introduction of new advertisement rules to boost up revenue earnings;

(b) if so, the details thereof and the steps taken/proposed to be taken in this regard; and

(c) if not, the reasons thereof?

## Answer

MINISTER OF STATE IN THE MINISTRY OF RAILWAYS
(SHRI RAJEN GOHAIN)

(a) to (c): A Statement is laid on the Table of the House.

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STATEMENT REFERRED TO IN REPLY TO PARTS (a) TO (c) OF UNSTARRED QUESTION NO.3745 BY SHRI MANOJ TIWARI TO BE ANSWERED IN LOK SABHA ON 09.08.2017 REGARDING REVENUE THROUGH ADVERTISEMENT

(a) to (c): In order to earn revenue through sources other than fare, Indian Railways has set up a Non-Fare Revenue Directorate in the Railway Board to explore avenues for increasing earnings. The Budget Estimate for 2017-18 through advertising has been kept as ? 2000 crore. This will entail revenues from Out of Home advertising, Mobile assets advertising, Rail Display network, App based cabs, Monetization of soft assets, ATMs and various innovative and unsolicited proposals.

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